

**Subject:** Re: Re: Downtown News - Holiday Campaignboundary="Apple-Mail=\_7CD05645-DF7B-46DE-92B7-399CA89D7E73"  
**From:** "Dawn Eastin" <dawn@downtownnews.com>  
**Date:** 10/19/2016 02:56 PM  
**To:** "Henna Sherzai" <HSherzai@downtownla.com>

My apologies, Henna...there seems to be some miscommunication happening through Michael. Thanks for clarifying that and you still have time. Just keep in mind we can customize it to whatever you might end up needing.

*Dawn Eastin  
General Manager  
L.A. Downtown News  
1264 W. First St.  
L.A., CA 90026  
213-481-1448  
213-250-4617 fax*

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On Oct 19, 2016, at 2:47 PM, Henna Sherzai wrote:

Hi Dawn,

Not sure why he said that. I told him we're not going to be able to pull off the 25 Days in DTLA activation that we were brainstorming but might still scale it back to a couple of pop-up events. I confirmed that either way, our usual campaign of driving traffic to [DowntownLA.com/holiday](http://DowntownLA.com/holiday) will happen and we will advertise that. I don't have enough information yet to confirm our level of participating in Shop Local.

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**From:** Dawn Eastin [mailto:[dawn@downtownnews.com](mailto:dawn@downtownnews.com)]  
**Sent:** Wednesday, October 19, 2016 2:41 PM  
**To:** Henna Sherzai <[HSherzai@downtownla.com](mailto:HSherzai@downtownla.com)>  
**Subject:** Fwd: Downtown News - Holiday Campaign

Hi Henna,

I am following up on our Holiday section, Michael mentioned that you may not participate. Have you decided? I would love to have the Central Business District included in the section and I am happy to customize the section to what you need.

Dawn

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Begin forwarded message:

**From:** Dawn Eastin <[dawn@downtownnews.com](mailto:dawn@downtownnews.com)>  
**Subject:** Downtown News - Holiday Campaign  
**Date:** October 6, 2016 4:45:40 PM PDT  
**To:** Henna Sherzai <[HSherzai@downtownla.com](mailto:HSherzai@downtownla.com)>, Michael Filson <[mfilson@downtownla.com](mailto:mfilson@downtownla.com)>  
**Cc:** Michael Lamb <[michael@downtownnews.com](mailto:michael@downtownnews.com)>

Hi Henna and Mike,

Thanks for meeting with us yesterday. Let's forget about creepy clowns.

Below are the elements and different levels for your Downtown For The Holidays section. Let me say before you read through that any of these can be customized to fit your needs. Depending on where you end up with your Holiday Surprise plan we can work on exactly what you will need. And we can talk more about further

partnership opportunities as well.

Downtown For The Holidays - Shop Local

**Elements**

- Article/s (interviewing you but written by our writers, you have final approval)
- Ad in section
- Logo on cover of section
- Online promotions at [DowntownNews.com](http://DowntownNews.com) promoting section
- All stories and section online
- All stories sponsored on FB
- All stories posted to Twitter
- Instagram posts during season
- 3000 to 5000 additional copies of the section printed and distributed to you and Downtown area retailers

All three options below include above elements

**Downtown For The Holidays \$5000**

- 2 to 4 articles (depending on content decisions & length)
- Full page ad in section (Can be broken into more than 1 ad)
- Logo on cover of section
- 6 social media posts

**Downtown For The Holidays \$3000**

- 1 to 2 articles (depending on content decisions & length)
- 2/3 page ad in section (Can be broken into more than 1 ad)
- Logo on cover of section
- 3 social media posts

**Downtown For The Holidays \$1500**

- 1 article
- 1/3 page ad in section
- Logo on cover of section
- 1 social media post

As I mentioned above, all of these can be customized depending on your needs. I would like to get all commitments finalized in the next 2 to 3 weeks so that we can get a writer scheduled to meet with your contact and make sure we have enough time to review the articles.

Let me know if you want to chat.

Dawn

*Dawn Eastin  
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